

# *Search Engine Optimization: How Long Does it Take to Get First Page Placement in the Search Engines?*

It can take months to years (most typically years) to get first page placement in the search engines. For instance, Google websites that are younger than 9 months enter what is called "the sand box." Sites in the Sand Box are unable to build top placement until they are considered a more "mature site" with a few months of history.

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